**PRESS RELEASE**

1 February 2024

**FESPA ANNOUNCES PROGRAMME FOR INAUGURAL SPORTSWEAR PRO CONFERENCE**

FESPA has confirmed the programme for its first Sportswear Pro conference, taking place on 21 March 2024. Running alongside the new Sportswear Pro exhibition (19 – 22 March 2024, RAI Amsterdam, The Netherlands), delegates will learn about the latest developments in the sportswear manufacturing industry, as well as cutting edge innovations used in on demand and customised sportswear production.

Key areas of focus throughout the conference programme will be sustainability, personalisation and automation in the sportswear sector. Hosted in English, the insightful line-up of sessions will include:

* **Innovations in Materials and Fabrics for Sportswear** – As businesses and individuals strive to operate in more sustainable ways, the shedding of fossil-fuel and microplastics from fabrics is increasingly frowned upon. In this session, Paul Foulkes-Arellano, Founder of consulting firm Circuthon, will shed light on sustainable textile finishes, dyes and printing, and what this means for the sportswear sector.
* **Circular Economy Redefined - Designing for Circularity** – Ana Kristiansson, Founder and Creative Director at Desinder, will explore the immense power of circular thinking while outlining a framework for sustainable design strategies for the sportswear industry.
* **Panel Session: Sustainability in Sportswear. A closer look beneath the surface. What does it really mean and how do we achieve it?** – This session, moderated by Samantha Taylor, Founder of The Good Factory, will delve into topics such as: material selection, scalable sustainable practices and on-demand production for sportswear items. Confirmed panellists include: Kevin Van Lancker, Founder of Sportswear Of Tomorrow; Consultant Sportswear Design Specialist Soudi Masouleh; and Nicole Espey, Institute for Textile Technology, ITA, RWTH Aachen University.
* **Panel Session: The Power and Potential of Customisation and Personalisation** – In this roundtable discussion, Circular Economy Innovation and Strategy consultant Serena Bonomi and Technical Consultant James Lawrence-Jones, will explore the limitless potential for customisation in sportswear, which can be capitalised on to maximise customer satisfaction. This session will be moderated by FESPA’s Personalisation Ambassador Richard Askam.

Duncan MacOwan, FESPA’s Head of Marketing and Events, comments: “We’re thrilled to introduce our first Sportswear Pro conference, created in response to demand for greater insight into the shifts in sportswear production supply chains. At the conference, as well as at the exhibition, delegates will be able to see the latest manufacturing innovations; gain insight into production processes; find out how key trends are impacting the industry; connect with experts and learn about the market’s continued growth potential.”

“We look forward to hosting the inaugural Sportswear Pro conference programme in Amsterdam and inspiring people involved in all stages of the garment production process – be it sportswear manufacturers, clothing producers, textile printers, sports apparel designers and more.”

The conference will run alongside a sportswear production themed exhibition space, where visitors can see the latest end-to-end manufacturing solutions from suppliers, including: Kit Builder, Optimus, Universe Production, Valadio. In addition, visitors will be able to explore the [Personalise Make Wear](https://www.personalisationexperience.com/visit/personalise-make-wear-partners) smart factory, which will showcase live end-to-end production and personalisation of sportswear and sports merchandise.

A ticket for the Sportswear Pro conference area, priced at €295, gives unlimited access to both the conference and Sportswear Pro exhibition area, as well as the co-located FESPA Global Print Expo, European Sign Expo and Personalisation Experience 2024 exhibitions. Visitors who register before 19 February can save €30 when using code SWPA427.

For more information about Sportswear Pro 2024 and to register, visit: <https://www.sportswearpro.com/>

**About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

**FESPA Profit for Purpose**
Profit for Purpose is FESPA’s international reinvestment programme, which uses revenue from FESPA events to support the global speciality print community to achieve sustainable and profitable growth through four key pillars - education, inspiration, expansion and connection. The programme delivers high quality products and services for printers worldwide, including market research, seminars, summits, congresses, educational guides and features, in addition to supporting grassroots projects in developing markets. For more information visit, [www.fespa.com/profit-for-purpose](http://www.fespa.com/profit-for-purpose)*.*

**Forthcoming FESPA events include:**

* FESPA Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo, Brazil
* FESPA Global Print Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* European Sign Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Personalisation Experience 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Sportswear Pro 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* FESPA Mexico 2024, 26 – 28 September 2024, Centro Citibanamex, Mexico City
* WrapFest 2024, 3 – 4 October 2024, Silverstone Race Circuit, UK
* FESPA Middle East 2025, 14 – 16 January, Dubai Exhibition Centre, Dubai

**Issued on behalf of FESPA by AD Communications**

**For further information, please contact:**

Josie Fellows Lorraine Harrow

AD Communications  FESPA

Tel: + 44 (0) 1372 464470        Tel: +44 (0) 1737 228197

Email: jfellows@adcomms.co.uk Email: lorraine.harrow@fespa.com

Website: [www.adcomms.co.uk](http://www.adcomms.co.uk/) Website: [www.fespa.com](http://www.fespa.com/)